Group 3: Behavior Model

2009-07-24
Understanding the user (Workshop in conjunction with SIGIR'09)
Logging and interpreting user interactions in information search and retrieval
Behavior Modeling

1. Observe behaviors
2. What attribute, factors, theories explain these behaviors
3. Why do these factors/attributes influence/yield behaviors
4. Predict what they will do?
Reading between the log lines
Without reading minds

1. Observe behaviors
2. What: attribute, factors, theories?
3. Why do these factors/attributes influence/yield behaviors?
4. Predict what they will do? (Given #2)

Cognitive
- Descriptive
- Learn
- Organize
- Form mental models of interface

Affective

Attributes

Behaviors

User

Task

(Task or Application Interests)